



Get Out the Count! Outreach Actions for K-12 Education

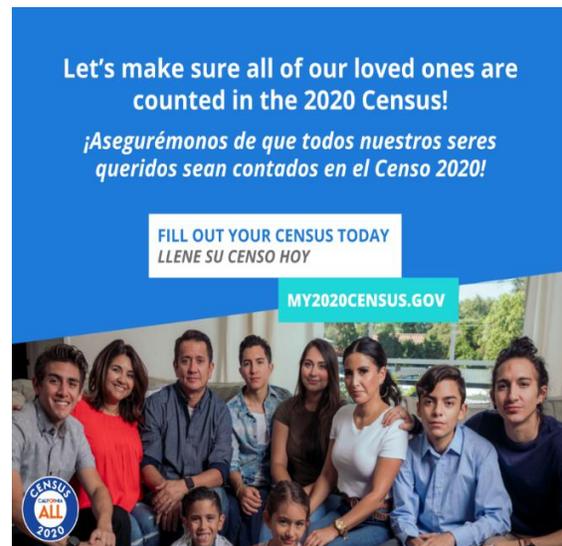
As school administrators and as trusted messengers to your community, you play a key role in these last weeks leading up to the end of Census on September 30! **A lot is at stake.** Census data is used to determine the allocation of more than \$7 billion dollars annually to California in federal funding for schools. These funds are for special education, school nutrition programs, Head Start, afterschool, and migrant education programs. This document provides suggested actions that you can take to activate your community to complete the census questionnaire.

10 Things You Can Do to Get Out the Count!

- 1. Use data from the census tracts** to plan and prioritize your tactics, including the languages and methods for outreach. Identify your low-responding census tracts [here](#).
- 2. Include census messaging** and its importance in your communications. Add Census messaging to your webpage, email signature, outdoor message centers, and letters. Remember to include a direct link to my2020census.gov.
- 3. Share messages on digital platforms** about the impact of the Census. Posts can be shared from [CA Census Facebook page](#) and short videos (including in different languages) and are available on the [CA Census YouTube page](#).
- 4. Provide give-a-ways to school communities** to promote and raise visibility about the Census.
- 5. Provide census information at food or homework distribution sites** by providing information sheets that emphasize participation in the Census.
- 6. Call or text parents to encourage them to complete the Census** Find sample text messages in the [K-12 Toolkit](#) and the [LACOE Digital Toolkit](#).
- 7. Participate in the Census Week of Action from September 7 – 12** with the CA Census Office or local organizations. Use the month of September as a "Back to School" month and raise census awareness.
- 8. Encourage districts** to spread the message through their schools by inviting CA Census staff or partners to speak on a virtual call.
- 9. Promote the census through radio or print.** Participate in a press interview via TV, radio, and podcast or place an article or op-ed in the local newspaper, popular social media site, or community newsletter.
- 10. Organize or participate in a Census Caravan**, a parade of cars or bicycles that drives through a strategically selected route. Each vehicle displays messaging to raise awareness of the Census. Create your own and/or coordinate with [local partners](#).



Communications Materials and Messaging



For posts: Los Angeles County Office of Education Digital Toolkit

Key message

All Californians can participate in the 2020 Census and make a difference today! There are three easy ways to fill out the form:

1. Online at my2020census.gov
2. By phone at 844-330-2020
3. By mail if you received a paper form

Completing your 2020 Census questionnaire now, will help California's students, families, and communities for the next 10 years.

Web Links to Partner Resources

- California Complete Count Education Resources
- LACOE Digital Toolkit
- LACOE Census Google Drive
- First 5 Association of CA in California, All Kids Count
- Native American Distance Learning lesson plan and toolkit

For Further Support

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